



Jason Feffer  
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Encino, California 91436

May 29, 2013

Laura K. Voorhees  
Assistant U.S. Attorney  
U.S. Attorney's Office  
207 Grandview Ave., Suite 400  
Ft. Mitchell, Kentucky 41017  
via email: [Laura.Voorhees@usdoj.gov](mailto:Laura.Voorhees@usdoj.gov)

Dear Ms. Voorhees:

Victim Statement  
USAO Number 2010R00411  
Court Docket Number: 12-CR-00051

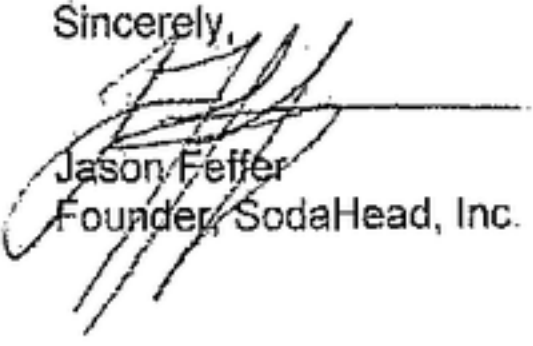
Michael Pullen committed an ongoing attack against SodaHead, Inc. and its members. The company spent over \$20,000 in salary, lost membership, and suffered a tarnished brand because of his illegal acts and defamatory and statements. Pullen intentionally suppressed the free speech of his political opponents and defamed them by hacking and re-writing their comments.

Pullen wrote defamatory statements about SodaHead on the website and other websites, including [http://skinnymojo.com/sodahate/expose\\_sh.php](http://skinnymojo.com/sodahate/expose_sh.php). Pullen damaged SodaHead's integrity and that of its users, which caused financial harm. Pullen did this by denying the right to free expression of those with whom he politically disagreed by modifying their comments and exposing private conversations. He committed an ongoing attack that lasted a month or longer.

SodaHead diverted resources from innovating and growing toward defending against the attack. We spent time defending our users' and company's reputations; identifying the attack; identifying who committed the attack; and preventing the ongoing attack. I asked every engineer in the company to stop what they had in their queue to review all the code they had written looking for vulnerabilities related to the attacks. The attack included turning private groups into public groups, unblocking users, modifying other users' comments, and similar attacks against the users and company.

Pullen showed no remorse or regret for his actions. He will continue to try to harass, intimidate or hack into SodaHead and other websites unless he receives a serious punishment. His history of cyber bullying and cyber attacks continued after his arrest. We believe Pullen contacted our support team trying to social engineer his way back onto the site. He also continues to maintain his "Hate SodaHead" website:  
<http://skinnymojo.com/sodahate/sodahate.php?page=1>

Sincerely,

  
Jason Feffer  
Founder, SodaHead, Inc.